

Logon

*** It is now 11/30/07 4:29:09 PM ***

Welcome to DialogLink - Version 5

Revolutionize the Way You Work!

New on Dialog

New Chinese Patent Data in Derwent World Patents Index

Effective November 1, 2007, English-language translations for Chinese Utility Model registrations are now available in *Derwent World Patents Index First View on Dialog* (File 331) and *Derwent World Patents Index (DWPI)* (File 350, 351,352), beginning with records published on October 3, 2007.

All Chinese Utility Model registration records in *Derwent World Patents Index First View*SM feature:

- Bibliographic fields including patent number, filing date, IPCs, inventor and assignee names
- Patentee code
- English translation of the author's title, abstract and first claim (all records are human translated)

The Utility numbers will be formatted as follows:

CN20NNNNNNNY

20 = IP right (indicating a utility model) followed by 7-digit serial no. Utility Models have the status Y

DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Off Line

* * *

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS002107971

? B 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583, 65, 2, 474, 475, 99, 256, 348, 349, 347, 635, 570, PAPERSMJ, PAPERSEU, 47

[File 15] **ABI/Inform(R)** 1971-2007/Nov 30

(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 9] **Business & Industry(R)** Jul/1994-2007/Nov 22

(c) 2007 The Gale Group. All rights reserved.

[File 610] **Business Wire** 1999-2007/Nov 30

(c) 2007 Business Wire. All rights reserved.

**File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] **Business Wire** 1986-1999/Feb 28

(c) 1999 Business Wire . All rights reserved.

[File 275] **Gale Group Computer DB(TM)** 1983-2007/Nov 28

(c) 2007 The Gale Group. All rights reserved.

[File 476] **Financial Times Fulltext** 1982-2007/Nov 30

(c) 2007 Financial Times Ltd. All rights reserved.

[File 624] **McGraw-Hill Publications** 1985-2007/Nov 30

(c) 2007 McGraw-Hill Co. Inc. All rights reserved.

**File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more*

[File 621] **Gale Group New Prod.Annou.(R)** 1985-2007/Nov 21

(c) 2007 The Gale Group. All rights reserved.

[File 636] **Gale Group Newsletter DB(TM)** 1987-2007/Nov 27

(c) 2007 The Gale Group. All rights reserved.

[File 613] **PR Newswire** 1999-2007/Nov 30

(c) 2007 PR Newswire Association Inc. All rights reserved.

**File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] **PR Newswire** 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 16] **Gale Group PROMT(R)** 1990-2007/Nov 27

(c) 2007 The Gale Group. All rights reserved.

**File 16: Because of updating irregularities, the banner and the update (UD=) may vary.*

[File 160] **Gale Group PROMT(R)** 1972-1989

(c) 1999 The Gale Group. All rights reserved.

[File 634] **San Jose Mercury** Jun 1985-2007/Nov 28

(c) 2007 San Jose Mercury News. All rights reserved.

[File 148] **Gale Group Trade & Industry DB** 1976-2007/Nov 21

(c) 2007 The Gale Group. All rights reserved.

**File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 20] **Dialog Global Reporter** 1997-2007/Nov 30

(c) 2007 Dialog. All rights reserved.

[File 35] **Dissertation Abs Online** 1861-2007/Aug

(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 583] **Gale Group Globalbase(TM)** 1986-2002/Dec 13

(c) 2002 The Gale Group. All rights reserved.

**File 583: This file is no longer updating as of 12-13-2002.*

[File 65] **Inside Conferences** 1993-2007/Nov 30

(c) 2007 BLDSC all rts. reserv. All rights reserved.

[File 2] **INSPEC** 1898-2007/Nov W2

(c) 2007 Institution of Electrical Engineers. All rights reserved.

[File 474] **New York Times Abs** 1969-2007/Nov 30

(c) 2007 The New York Times. All rights reserved.

[File 475] **Wall Street Journal Abs** 1973-2007/Nov 30

(c) 2007 The New York Times. All rights reserved.

[File 99] **Wilson Appl. Sci & Tech Abs** 1983-2007/Sep

(c) 2007 The HW Wilson Co. All rights reserved.

[File 256] **TecInfoSource** 82-2007/Feb

(c) 2007 Info.Sources Inc. All rights reserved.

[File 348] **EUROPEAN PATENTS** 1978-2007/ 200747

(c) 2007 European Patent Office. All rights reserved.

**File 348: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.*

[File 349] **PCT FULLTEXT** 1979-2007/UB=20071122UT=20071115

(c) 2007 WIPO/Thomson. All rights reserved.

**File 349: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.*

[File 347] **JAPIO** Dec 1976-2007/Jun(Updated 070926)

(c) 2007 JPO & JAPIO. All rights reserved.

[File 635] **Business Dateline(R)** 1985-2007/Nov 30

(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 570] **Gale Group MARS(R)** 1984-2007/Nov 26

(c) 2007 The Gale Group. All rights reserved.

[File 387] **The Denver Post** 1994-2007/Nov 28

(c) 2007 Denver Post. All rights reserved.

[File 471] **New York Times Fulltext** 1980-2007/Dec 01

(c) 2007 The New York Times. All rights reserved.

[File 492] **Arizona Repub/Phoenix Gaz** 19862002/Jan 06

(c) 2002 Phoenix Newspapers. All rights reserved.

**File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] **St LouisPost-Dispatch** 1988-2007/Nov 29

(c) 2007 St Louis Post-Dispatch. All rights reserved.

[File 631] **Boston Globe** 1980-2007/Nov 29

(c) 2007 Boston Globe. All rights reserved.

[File 633] **Phil.Inquirer** 1983-2007/Nov 29

(c) 2007 Philadelphia Newspapers Inc. All rights reserved.

[File 638] **Newsday/New York Newsday** 1987-2007/Nov 30

(c) 2007 Newsday Inc. All rights reserved.

[File 640] **San Francisco Chronicle** 1988-2007/Nov 30

(c) 2007 Chronicle Publ. Co. All rights reserved.

[File 641] **Rocky Mountain News** Jun 1989-2007/Nov 30

(c) 2007 Scripps Howard News. All rights reserved.

[File 702] **Miami Herald** 1983-2007/Nov 25

(c) 2007 The Miami Herald Publishing Co. All rights reserved.

[File 703] **USA Today** 1989-2007/Nov 29

(c) 2007 USA Today. All rights reserved.

[File 704] **(Portland)The Oregonian** 1989-2007/Nov 29

(c) 2007 The Oregonian. All rights reserved.

[File 713] **Atlanta J/Const.** 1989-2007/Nov 29

(c) 2007 Atlanta Newspapers. All rights reserved.

[File 714] **(Baltimore) The Sun** 1990-2007/Nov 30

(c) 2007 Baltimore Sun. All rights reserved.

[File 715] **Christian Sci.Mon.** 1989-2007/Nov 29

(c) 2007 Christian Science Monitor. All rights reserved.

[File 725] **(Cleveland)Plain Dealer** Aug 1991-2007/Nov 29

(c) 2007 The Plain Dealer. All rights reserved.

[File 735] **St. Petersburg Times** 1989- 2007/Oct 21

(c) 2007 St. Petersburg Times. All rights reserved.

[File 477] **Irish Times** 1999-2007/Nov 30

(c) 2007 Irish Times. All rights reserved.

[File 710] **Times/Sun.Times(London)** Jun 1988-2007/Nov 29

(c) 2007 Times Newspapers. All rights reserved.

[File 711] **Independent(London)** Sep 1988-2006/Dec 12

(c) 2006 Newspaper Publ. PLC. All rights reserved.

**File 711: Use File 757 for full current day's news of the Independent, as well as full coverage of many additional European news sources.*

[File 756] **Daily/Sunday Telegraph** 2000-2007/Nov 30

(c) 2007 Telegraph Group. All rights reserved.

[File 757] **Mirror Publications/Independent Newspapers** 2000-2007/Nov 30

(c) 2007. All rights reserved.

[File 47] **Gale Group Magazine DB(TM)** 1959-2007/Nov 14

(c) 2007 The Gale group. All rights reserved.

? S (TELEPHONE or phone) (w) SHOPPING

Processing

Processing

6972049 TELEPHONE

5909944 PHONE

3482981 SHOPPING

S1 1237 S (TELEPHONE OR PHONE) (W) SHOPPING

? s password or passwords or pin or pins

Processing

386178 PASSWORD

133819 PASSWORDS

1014665 PIN

380835 PINS

S2 1681689 S PASSWORD OR PASSWORDS OR PIN OR PINS

? s passcode or passcodes or pass-code or pass-codes

216198 PASSCODE

2637 PASSCODES

0 PASS-CODE

0 PASS-CODES

S3 218192 S PASSCODE OR PASSCODES OR PASS-CODE OR PASS-CODES

? s codeword or codewords or code-word

8426 CODEWORD
6269 CODEWORDS
2 CODE-WORD
S4 11501 S CODEWORD OR CODEWORDS OR CODE-WORD

? s secret(w)(code or phrase or word)

Processing

Processing

1806999 SECRET
4048431 CODE
545960 PHRASE
3641134 WORD
S5 7766 S SECRET(W)(CODE OR PHRASE OR WORD)

? s s1 and (s2 or s3 or s4 or s5)

1237 S1
1681689 S2
218192 S3
11501 S4
7766 S5
S6 100 S S1 AND (S2 OR S3 OR S4 OR S5)

? s callback or (call???(w)back)

Processing

Processing

Stop request submitted

>>>P: Processing stopped

? S CALLBACK OR ((CALL or calls or calling or called)(5n)BACK)

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

21611 CALLBACK
15107060 CALL
5980788 CALLS
3597906 CALLING
13935971 CALLED
22444835 BACK
392125 (((CALL OR CALLS) OR CALLING) OR CALLED)(5N)BACK
S7 409485 S CALLBACK OR ((CALL OR CALLS OR CALLING OR CALLED)(5N)BACK)

? s s6 and s7

Processing

100 S6
409485 S7
S8 8 S S6 AND S7

? t s8/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/1 (Item 1 from file: 275)

Gale Group Computer DB(TM)

(c) 2007 The Gale Group. All rights reserved.

02771785 Supplier Number: 111849428 (Use Format 7 Or 9 For FULL TEXT)

Visions of convergence products of the year 2004: winners thrive in a changed convergence landscape, chart clearer paths to future.(Product Of The Year)(Cover Story)

Dec , 2003

Word Count: 10548 Line Count: 00853

File Segment: CD File 275

8/8/2 (Item 1 from file: 20)

Dialog Global Reporter

(c) 2007 Dialog. All rights reserved.

43965251 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Q2 2005 Metro One Telecommunications Earnings Conference Call - Final

July 29, 2005

Word Count: 3179

Company Names: Metro One Telecommunications Inc

Descriptors: Company News; Interim Results; Results

Country Names/Codes: United States of America (US)

Regions: Americas; North America

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2007 The Gale group. All rights reserved.

03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Technology sparks the home office revolution. (special advertising supplement on technology sparks the home office revolution and includes related articles)

Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

Descriptors: Home-based businesses--Innovations; Compatible hardware--Innovations; Electronic mail systems--Evaluation; Microcomputers--Evaluation; Copying machines--Evaluation; Electronic office machines--Evaluation; Telephone-- Customizing; Electronic typewriters--Evaluation; Telephone in business-- Evaluation; Postal service-- Metered mail

SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2007 The Gale group. All rights reserved.

03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

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Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

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Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

Descriptors: Home-based businesses--Innovations; Compatible hardware--Innovations; Electronic mail systems--Evaluation; Microcomputers--Evaluation; Copying machines--Evaluation; Electronic office machines--Evaluation; Telephone-- Customizing; Electronic typewriters--Evaluation; Telephone in business-- Evaluation; Postal service-- Metered mail

SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

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Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

Descriptors: Home-based businesses--Innovations; Compatible hardware--Innovations; Electronic mail systems--Evaluation; Microcomputers--Evaluation; Copying machines--Evaluation; Electronic office machines--Evaluation; Telephone-- Customizing; Electronic typewriters--Evaluation; Telephone in business-- Evaluation; Postal service-- Metered mail

SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

8/8/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Technology sparks the home office revolution. (special advertising supplement on technology sparks the home office revolution and includes related articles)

Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

? t s8/k/8

8/K/8 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2007 The Gale group. All rights reserved.

...and was comparatively slow, ranging from 15 to 45 characters per second (cps).

Early 9-pin dot-matrix printers crudely formed individual characters as a series of merged dots and were...

...density of the print head; 9-inch heads have given way to lightning-fast 24-pin heads capable of delivering letter quality, near letter quality and draft modes at speeds ranging...

...offer friction feed similar to that used on typewriters and suitable for printing individual sheets. Pin-feed tractor feeds (available as an add-on to some printers and standard on others...varying degrees of sophistication. Some can dial a computer data service, sign on with your password and connect you with a designated database without intervention by you.

Surge suppressor. Problems with...jplace calls quickly-three times faster than rotary dialing, and is unnecessary for computerized banking, telephone shopping and similar functions.

Call waiting lets you know another call is on the line when...

...different location to a conversation without the intervention of an operator, eliminating the need to call back and forth.

Remote call forwarding can give your home office a telephone number in another area without requiring that...

? ds

Set	Items	Description
-----	-------	-------------

S1	1237	S (TELEPHONE OR PHONE)(W)SHOPPING
----	------	-----------------------------------

S2	1681689	S PASSWORD OR PASSWORDS OR PIN OR PINS
----	---------	--

S3	218192	S PASSCODE OR PASSCODES OR PASS-CODE OR PASS-CODES
----	--------	--

S4	11501	S CODEWORD OR CODEWORDS OR CODE-WORD
----	-------	--------------------------------------

S5	7766	S SECRET(W)(CODE OR PHRASE OR WORD)
----	------	-------------------------------------

S6	100	S S1 AND (S2 OR S3 OR S4 OR S5)
----	-----	---------------------------------

S7	409485	S CALLBACK OR ((CALL OR CALLS OR CALLING OR CALLED)(5N)BACK)
----	--------	--

S8	8	S S6 AND S7
----	---	-------------

? S (TELEPHONE OR PHONE or catalog)(W)SHOPPING

Processing

Processing

Processing

Processing

Processing

Processing

6972049 TELEPHONE

5909944 PHONE

950220 CATALOG

3482981 SHOPPING

S9 6023 S (TELEPHONE OR PHONE OR CATALOG)(W)SHOPPING

? s s9 and s7

6023 S9

409485 S7

S10 120 S S9 AND S7

? s s10 and (s2 or s3 or s4 or s5)

120 S10

1681689 S2

218192 S3

11501 S4

7766 S5

S11 47 S S10 AND (S2 OR S3 OR S4 OR S5)

? rd

>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S12 47 RD (UNIQUE ITEMS)

? t s12/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

12/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01490507 01-41495

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Mixing Web sites and call centers: Can this marriage really work?

Word Count: 2196 Length: 5 Pages

Jun 1997

Geographic Names: US

Descriptors: Call centers; Internet; Intranets; Web sites; Enterprisewide computing; Systems integration; Technological change; Cost reduction; Customer services; Customer relations

Classification Codes: 9190 (CN=United States); 5250 (CN=Telecommunications systems); 2400 (CN=Public relations)

12/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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00896745 95-46137

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Advanced DEFINITY call centers: Working for you and your customers

Word Count: 3543 **Length:** 6 Pages

Summer 1994

Company Names:

AT&T Corp (Duns: 00-698-0080 Ticker: T)

Geographic Names: US

Descriptors: Telecommunications industry; Customer relations; Quality of service; Automation; Applications; Advantages; Software packages; Manycompanies

Classification Codes: 9190 (CN=United States); 8330 (CN=Broadcasting & telecommunications); 5320 (CN=Quality control); 5240 (CN=Software & systems); 2400 (CN=Public relations)

12/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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00817154 94-66546

****USE FORMAT 7 OR 9 FOR FULL TEXT****

ADSI: The dawn of a new age of interactive services

Word Count: 9376 **Length:** 17 Pages

Dec 1993

Company Names:

Bell Northern Research Ltd (Duns: 20-578-5983)

Northern Telecom Inc (Duns: 05-781-2224)

Geographic Names: Canada

Descriptors: Telecommunications systems; Systems design; Telephone service; Product development; Data transmission; Advantages; Functions

Classification Codes: 5230 (CN=Computer hardware); 5250 (CN=Telecommunications systems); 9172 (CN=Canada)

12/8/4 (Item 1 from file: 275)

Gale Group Computer DB(TM)

(c) 2007 The Gale Group. All rights reserved.

02771785 **Supplier Number:** 111849428 (Use Format 7 Or 9 For FULL TEXT)

Visions of convergence products of the year 2004: winners thrive in a changed convergence landscape, chart clearer paths to future.(Product Of The Year)(Cover Story)

Dec , 2003

Word Count: 10548 **Line Count:** 00853

File Segment: CD File 275

12/8/5 (Item 1 from file: 16)

Gale Group PROMT(R)

(c) 2007 The Gale Group. All rights reserved.

08647991 **Supplier Number:** 74798782 (USE FORMAT 7 FOR FULLTEXT)

2001 CT Expo Best of Show Awards.(Industry Trend or Event)

April , 2001

Word Count: 14698

Publisher Name: Miller Freeman, Inc.

Event Names: *240 (Marketing procedures)

Geographic Names: *1USA (United States)

Product Names: *3661000 (Telecommunication Systems)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation)

SIC Codes: 3660 (Communications Equipment)

NAICS Codes: 3342 (Communications Equipment Manufacturing)

Special Features: LOB

12/8/6 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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09840155 **Supplier Number:** 19767049 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Mixing Web sites and call centers: can this marriage really work? (World Wide Web)

June , 1997

Word Count: 2369 **Line Count:** 00200

Special Features: photograph; illustration

Industry Codes/Names: ADV Advertising, Marketing and Public Relations; BUSN Any type of business

Descriptors: World Wide Web sites--Usage; Telemarketing industry--Information services

Product/Industry Names: 4811500 (Specialized Telecommunication Services); 7319700 (Telemarketing Services)

Product/Industry Names: 4822 Telegraph & other communications; 7389 Business services, not elsewhere classified

File Segment: TI File 148

12/8/7 (Item 1 from file: 20)

Dialog Global Reporter

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43965251 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Q2 2005 Metro One Telecommunications Earnings Conference Call - Final

July 29, 2005

Word Count: 3179

Company Names: Metro One Telecommunications Inc

Descriptors: Company News; Interim Results; Results

Country Names/Codes: United States of America (US)

Regions: Americas; North America

12/8/45 (Item 1 from file: 714)

(Baltimore) The Sun

(c) 2007 Baltimore Sun. All rights reserved.

05837234

TELEPHONE TALK MILESTONES IN THE HISTORY OF THE WORLD'S FAVORITE MOUTHPIECE

Sunday, December 2, 1990

Word Count: 2,511

12/8/46 (Item 1 from file: 735)

St. Petersburg Times

(c) 2007 St. Petersburg Times. All rights reserved.

05577259

YULE LOGS

FRIDAY December 21, 1990

Word Count: 1,194

Descriptors: GUIDELINE

12/8/47 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2007 The Gale group. All rights reserved.

03158940 **Supplier Number: 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)**

Technology sparks the home office revolution. (special advertising supplement on technology sparks the home

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Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

12/8/45 (Item 1 from file: 714)

(Baltimore) The Sun

(c) 2007 Baltimore Sun. All rights reserved.

05837234

TELEPHONE TALK MILESTONES IN THE HISTORY OF THE WORLD'S FAVORITE MOUTHPIECE

Sunday, December 2, 1990

Word Count: 2,511

12/8/46 (Item 1 from file: 735)

St. Petersburg Times

(c) 2007 St. Petersburg Times. All rights reserved.

05577259

YULE LOGS

FRIDAY December 21, 1990

Word Count: 1,194

Descriptors: GUIDELINE

12/8/47 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2007 The Gale group. All rights reserved.

03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

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12/8/45 (Item 1 from file: 714)

(Baltimore) The Sun

(c) 2007 Baltimore Sun. All rights reserved.

05837234

TELEPHONE TALK MILESTONES IN THE HISTORY OF THE WORLD'S FAVORITE MOUTHPIECE

Sunday, December 2, 1990

Word Count: 2,511

12/8/46 (Item 1 from file: 735)

St. Petersburg Times

(c) 2007 St. Petersburg Times. All rights reserved.

05577259

YULE 'LOGS

FRIDAY December 21, 1990

Word Count: 1,194

Descriptors: GUIDELINE

12/8/47 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

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TELEPHONE TALK MILESTONES IN THE HISTORY OF THE WORLD'S FAVORITE MOUTHPIECE

Sunday, December 2, 1990

Word Count: 2,511

12/8/46 (Item 1 from file: 735)

St. Petersburg Times

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YULE 'LOGS

FRIDAY December 21, 1990

Word Count: 1,194

Descriptors: GUIDELINE

12/8/47 (Item 1 from file: 47)

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03158940 **Supplier Number:** 06707388 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Technology sparks the home office revolution. (special advertising supplement on technology sparks the home office revolution and includes related articles)

Nov , 1988

Word Count: 8157 **Line Count:** 00639

Special Features: illustration; cartoon

Descriptors: Home-based businesses--Innovations; Compatible hardware--Innovations; Electronic mail systems--Evaluation; Microcomputers--Evaluation; Copying machines--Evaluation; Electronic office machines--Evaluation; Telephone-- Customizing; Electronic typewriters--Evaluation; Telephone in business-- Evaluation; Postal service-- Metered mail

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Metered mail
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SIC Codes: 4311 U.S. Postal Service

File Segment: MI File:47

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12/K/6 (Item 1 from file: 148)

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...calling becomes a necessity, for instance, when a Web-surfing or telephoning customer requests a **callback**. All relevant ...at the right time. When the agent indicates readiness, the system should automatically dial the **callback**. Otherwise, the agent's time is wasted performing rote tasks such as retrieving data and...

...NewCentury's Web site and selects the customer self-service option. She enters account and **PIN** information for user verification. Automation software captures Alice's ID information and concurrently queries enterprise...

...options that are specific to Alice, including an option to have Mark, her preferred agent, **call her back**.

Alice discovers that health club charges still appear on her account and requests a call...

...up a call and gives Alice a choice: wait a few minutes for Mark's **callback** or get an immediate call from another agent. Alice chooses to wait.

Now knowing who will **call** and when, Alice goes **back** to work with the feeling that NewCentury is taking care of her.

Treat Voice And...

...center's automatic call distributor. Mark's desktop displays a message alerting him to the **callback** in his queue.

In this manner, the automation software fully integrates NewCentury's Web site...

...compelling NewCentury to increase agent resources.

Mark completes his wrap-up activity and reads the **callback** notice. At the same time, multiple types of data are delivered to Mark's desktop...

...across the full range of business endeavors, from technical support to government services to retail **catalog shopping** and industrial sales.

In these and other settings, fully integrating the Web site and the...

? ts12/7/6

12/7/6 (Item 1 from file: 148)

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09840155 Supplier Number: 19767049 (THIS IS THE FULL TEXT)

Mixing Web sites and call centers: can this marriage really work? (World Wide Web)

Chiranky, Lisa

Telemarketing & Call Center Solutions , v15 , n12 , p34(5)

June , 1997

Text:

Not every marriage gets off to a smooth start, yet many with bumpy beginnings turn into long-term bliss. Long-term success is now possible, given the latest automation solutions integrating the Internet/Intranet with call center technologies and enterprise systems. The resulting marriage opens dramatic new dimensions of customer relationship management and strategic advantage for the enterprise.

Clearly, companies that deliver superior service over the long-term prevent customer defections and, as a result, increase profitability through higher margins, lower marketing costs and effective cross-selling to generate higher revenues.

Call centers, in turn, have gained importance as a principal channel - sometimes the only communications channel - for sales, service and support. Well-managed transactions differentiate winning companies from losers.

Winners are staying ahead by "upping the ante" on the rest of the pack, adopting improvements that continually raise service standards and customer expectations. These leading companies are automating agents' rote tasks and other business processes in real-time, causing agent productivity and effectiveness to soar. Competitors are struggling to catch up or are doomed to suffer the consequences of being perceived as a laggard in today's customer-centered global marketplace.

Emerging solutions also streamline systems administration in the call center and reduce related costs. They enable agent desktops to use a standard Intranet browser or "thin client" environment, providing an exceptionally flexible front end to all enterprise systems, applications

and resources.

Enterprises that have multiple call centers face particular challenges. Many have legacy investments in a range of technologies and systems. These may vary among locations or even within a given site, leaving critical gaps in operations and processes. Fortunately, companies now have an efficient and cost-effective way to integrate heterogeneous multisite call centers and other points of customer contact, such as Web sites, to provide a consistent, high-level of customer service across the

enterprise.

You've Heard Of The Global Village? Welcome To The Global Customer Communications Center

New automation technology gives multiple call centers and Web sites immediate access - in real-time - to distributed databases containing critical enterprise information about each customer. Agent desktops anywhere in the world can now share a consistent, real-time Internet/Intranet environment. And it can be readily integrated with one or many Web sites throughout the enterprise.

As a result, companies can do a better job of keeping their existing customers and cultivating them for greater profit by using all of their information and resources to enhance every interaction with the customer, personalizing the service experience and achieving maximum results for both sides.

The economics are compelling. According to a 1996 banking industry survey, a teller transaction at a typical branch can cost as much as \$2.93, while the average phone transaction costs \$1.82. Because human resources aren't directly involved, an ATM transaction costs just 27(cents), and a transaction on the Internet, 2(cents).

Call centers won't fade from banking or any other industry anytime soon, however, because customers will always need or want to speak with a "live" agent. Still, agents are expensive: human resources generally account for 55 percent of all call center operating costs.

New technologies enable companies to use their agent resources more efficiently while better serving customers. For example, analysts predict that customers will soon initiate a third of their banking transactions via the Web. It's likely that other industries will follow suit.

This doesn't mean customer transactions will simply be offloaded to the Web, nor that the Web will remain a discrete self-service delivery channel independent of the call center. In fact, the reverse is true: call centers and Web sites will become increasingly integrated and interdependent. They must, and will, become partners in delivering outstanding personalized customer service.

Together, call centers and Web sites will define a new service paradigm embodied in the global customer communications center.

Five Ways To Help Keep Customers

Five key factors drive the need to marry enterprise systems, Web sites and call centers:

- 1) Customers feel a greater affinity with the enterprise when all points of customer contact appear to share a single collective memory of that customer. A call center agent and Web site each must recognize the customer's identity and "remember" the customer's transactions in real-time no matter where, when or through what channel they occurred.

- 2) Customers gain confidence doing business with an enterprise that treats each interaction consistently, regardless of the point of contact. Consider an existing customer who enters through a Web site and requests contact with a live agent. Integrated systems must handle this request with all the interactive versatility and immediacy that intelligent call routing provides, instead of queuing the customer into an agent pool. To accomplish this, systems must be synchronous, treating voice and data streams equally and simultaneously.

- 3) Customers do more business with the enterprise when every

transaction and promotional offer is personalized and tailored to the individual customer. Such pinpoint marketing maximizes each offer's sales appeal and increases the potential for opening new revenue streams through cross-selling. However, it requires a new, major capability: enterprisewide data-mining in real-time. Mining enables all relevant information about the customer from across the enterprise to be automatically retrieved and automatically presented to the agent and/or Web site in real-time.

4) Current customers feel more comfortable doing business whenever possible with a specific agent with whom they've previously transacted business. Intelligent routing, data-mining and other real-time capabilities make it possible to individualize and personalize the customer experience, regardless of the mode of contact.

5) Ensuring continuity and accountability means customers and their transactions must be tracked across multiple points of contact in the enterprise. For instance, a transaction may begin with a customer browsing a Web site, then querying a live agent, transferring to an agent-specialist in another call center, re-entering the Web from a different city, and again contacting a different agent. These steps might occur as a continuous series or sporadically over an extended period. Agents and Web sites (cyberagents, essentially) must both be aware of each point of contact and view "the whole story" in real-time.

Other capabilities come into play. Accurate, efficient outbound calling becomes a necessity, for instance, when a Web-surfing or telephoning customer requests a **callback**. All relevant customer information must appear on an agent's desktop at the right time. When the agent indicates readiness, the system should automatically dial the **callback**. Otherwise, the agent's time is wasted performing rote tasks such as retrieving data and manually dialing. And inevitably, human

errors will further diminish productivity and increase the average cost-per-call.

Traditional call center solutions have been unable to achieve the required functionality, or to deliver these and other sophisticated capabilities that integrate the Web site and the agent desktop. Further, custom solutions often take months to develop and can saddle the enterprise with hidden, long-term costs.

Make The Marriage Work

An emerging generation of automation software can marry enterprise systems, Web sites and call centers, in part by treating voice and data equally. This means, for instance, software that simultaneously detects and acts upon both telephony events and data streams. Software now intelligently routes the call and related data, automatically mines data for key facts and presents them to agents in real-time.

So much for theory. How does it work in practice? Consider the following:

Alice Smith is a cardholder with credit card issuer NewCentury. Alice has previously phoned NewCentury's customer service center regarding erroneous charges: she canceled a health club membership, but club charges remain on her account. At the moment, Alice is working online. She decides to check her NewCentury account to see if the charges have been removed.

Alice enters NewCentury's Web site and selects the customer self-service option. She enters account and **PIN** information for user verification. Automation software captures Alice's ID information and concurrently queries enterprise information systems.

Scripts driven by the company's business rules perform data mining across multiple enterprise systems and databases, retrieving a broad array of information about Alice: her account record, call history, resolved and unresolved inquiries, and known preferences, including a NewCentury agent named Mark who has successfully resolved problems for Alice on several occasions.

Within seconds, the software intelligently applies this knowledge to automatically present Alice with highly customized Web pages. These pages show recent charges to her account as well as Web site activity options that are specific to Alice, including an option to have Mark, her preferred agent, **call her back**.

Alice discovers that health club charges still appear on her account and requests a call from Mark. The automation software quickly determines that Mark is wrapping up a call and gives Alice a choice: wait a few minutes for Mark's

callback or get an immediate call from another agent. Alice chooses to wait.

Now knowing who will **call** and when, Alice goes **back** to work with the feeling that NewCentury is taking care of her.

Treat Voice And Data As Equals

Meanwhile, at NewCentury's customer communications center, its automation software is cranking. It temporarily pulls Mark from the ACD pool, so he won't get his next call from the center's automatic call distributor. Mark's desktop displays a message alerting him to the **callback** in his queue.

In this manner, the automation software fully integrates NewCentury's Web site with other customer-service resources. Data inquiries get the same attention and service as voice calls, without extending queue times or compelling NewCentury to increase agent resources.

Mark completes his wrap-up activity and reads the **callback** notice. At the same time, multiple types of data are delivered to Mark's desktop. He reviews Alice Smith's account and call record, and views Alice's active Web page as well as other areas she has browsed during her current and prior visits to the Web site.

All this is mediated by the software's data-mining and synchronization capabilities. The software launches and controls NewCentury's existing applications and databases to automate agent workflows, ensuring the most complete data available are delivered to the agent's desktop in real-time.

Mark clicks on "Call Alice Now" to automatically place the call; Alice answers. Mark assures her that more details about the questionable charges are readily available. Also, Mark asks Alice to open her browser so they can view the new information together on the spot.

Mark clicks on an option that links the two desktops. Together he and

Alice view the new information, including a history of charges billed by her health club, and a copy of the "direct bill" authorization she

previously signed. The authorization has clearly expired.

Mark corrects the erroneous charges, crediting them back to Alice's account. He flags the account to ensure that the "direct bill" cancellation stays in effect retroactively to the expiration date. Alice watches all this on her own screen, visually confirming the resolution.

While he is completing this business, Mark clicks on an agent-only option. His screen now displays assorted information about Alice's previous activity. She has browsed information about NewCentury's Credit Line program and had discussed it with another NewCentury agent several weeks ago.

Mark reminds Alice of this and asks, "Do you have all the information you need about our Credit Lines? Your credit history qualifies you for special rates. How about if I set you up with an account today?" Partly because the agent has an ongoing service relationship with this customer, and because her experience was made easy and painless, Alice opts for the credit line.

After the transaction is completed, Mark sends an electronic survey form to Alice, providing her the opportunity to comment on her service experience. She e-mails the form to NewCentury, which captures the data for its quality assurance, service improvement and cross-selling initiatives.

Advantages Across The Board

This scenario only scratches the surface: advanced call center automation software streamlines and enriches transactions across the full range of business endeavors, from technical support to government services to retail **catalog shopping** and industrial sales.

In these and other settings, fully integrating the Web site and the customer communications center creates a powerful differentiating advantage and net cost savings to the enterprise.

Advanced automation solutions can be tailored to a company's unique needs and deployed enterprisewide across multiple call centers and Web servers - even internationally - within weeks, and without the hidden costs of a custom-developed solution.

Enterprises that make an early transition to a fully integrated environment will reap the rewards: increased competitive differentiation and customer loyalty, more effective cross-selling, and a lower cost per transaction. Companies that lag will risk losing profitability and market share to those that thoroughly integrate their Web- and telephony-based resources and define the new paradigm for the global customer communications center.

Lisa Chiranky is the director of marketing at AnswerSoft, Inc. She has 17 years' experience in the field of high-technology marketing with a focus on emerging markets. Prior to joining AnswerSoft, Ms. Chiranky served as a strategic marketing consultant to several companies focused on capturing market position through the deployment of leading-edge technologies including Hewlett Packard/Convex Technology Corporation, Landmark Graphics Corporation and Motorola. Prior to her consulting work, Ms. Chiranky was director of marketing for Landmark Graphics Corporation and also spent seven years at Texas Instruments as a product line manager.

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...on a Pentium III "flip chip" with a 133 MHz front side bus. One 168-pin DIMM socket holds up to 512 MB of SDRAM.

Two bus mastering ATA-33/66...or three 5-bay modules, each with a single connecting backplane consisting of five 80-pin connectors. Total storage capacity: an incredible 1.1 terabytes.

Three internal hot-swap chassis fans...Internet Contact applies Genesys' Universal Queue model to multiple incoming media, including email, chat, web **callback**, and VoIP. New features in G6 more tightly integrate these various channels. For example, agents...of the email and the attached document, and sends the message as a single compressed, **password-protected** file. You can add a digital signature (in compliance with the XML-DSIG standard...

...is directed to the web page, and by verifying their identity (usually through username and **password**), gets the access code to decrypt the message. Unlike your standard confirmed email system that...IP network of POPs, Telera can terminate calls relatively locally and reduce the charges of **back-haul** 800-number **calls** that would normally ...pocket use) with easy-to-read and easy-to-press keys -- one can easily imagine **catalog-shopping** through this interface.

As if this weren't enough, the phone incorporates an optional MP3...
...Clever adjuncts offer a web-based interface that lets forgetful users reset their own personal **passwords**, and drive a telecom help desk.
Great product!

VERASCAPE'S VERASERV VOICE PORTAL PLATFORM

A...

? Please enter a command or be logged off in 5 minutes

? Logoff